

# GUIDING MONTANA BUSINESSES TO

# Success



Jay Marschall, aka “Coach Jay”, is a full-time fitness trainer and endurance athlete coach in Billings. He has operated his own coaching business for more than 15 years. Jay is an elite triathlete, coach, and seven-time Hawaii Ironman World competitor. He has coached over 200 athletes, including top-ranked professional athletes, an Ironman Clermont Champion, an Ironkids National Champion, and a World Age Group Silver Medalist. When Jay first came to the SBDC at Big Sky Economic Development Authority in 2011, he was looking to obtain funding to acquire a space to open his own gym. He had strong interest from investors willing to help raise the equity required for the loan. Jay and his wife Sarah had started to work on a plan to present to investors and bankers, but needed some additional assistance. Beth Allen, Business Advisor with the SBDC, worked with Jay and Sarah to complete a business plan, discuss possible locations, and conduct market research. Jay was an avid participant in the business planning process and was open to suggestions regarding realistic sales goals and the actual costs required to open a gym. Jay and Sarah were approved for a commercial loan in December 2011, and have since opened the gym, aptly named “Gym Jay”.

## SBDC at Big Sky Economic Development

**Business Advisor:** Beth Allen

**Client:** Jay Marschall, aka “Coach Jay”

**Impact:** Business Created

Financing Received

